

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR
 FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 7, 1952</u>			
Now Going On	SHOWING OF SPRING AND SUMMER JEWELRY Daily showings, by appointment. Contact: Edith Printz, MU. 5-4038.	ERNEST STEINER, INC.	389 FIFTH AVENUE SHOWROOM-10TH FLOOR

SUNDAY, JANUARY 6, ACTIVITIES FOR VISITING PRESS

10:00 A.M.	<u>NAT'L SHOE INST.</u>	WALDORF-ASTORIA	PUBL.: ALICE DOWD	PL. 3-8293
11:30 A.M.	<u>EMME</u> (Showing for N.Y. Press, Jan. 7, 2:30 P.M.)	26 EAST 56TH ST.	PUBL.: MILDRED KALDOR	MU. 9-5420
1:00 P.M..	<u>KID LEATHER GUILD</u>	HOTEL CHATHAM	PUBL.: GERI MATTHAU	WI. 7-0288
3:00 P.M.	<u>SALLY VICTOR</u>	18 EAST 53RD ST.	PUBL.: MILDRED JOSEPHS	PL. 3-7450
4:00 P.M.	<u>PURITAN DRESS CO.</u> (For local and visiting press).	WALDORF-ASTORIA	PUBL.: DORA MILLER	LO. 3-4285
5:30 P.M.	<u>FORSTMANN</u>	SAVOY PLAZA	PUBL.: ADELIA ELLIS	CI. 5-8448
6:00 P.M.	<u>HARRIET HUBBARD AYER</u>	ST. REGIS HOTEL	PUBL.: MARY BROWN	MU. 8-4040
9:00 P.M.	<u>WALTER FLORELL</u> (Showing for N.Y. Press, Jan. 7, 10:00 A.M.)	29 EAST 53RD ST.	PUBL.: MILDRED KALDOR	MU. 9-5420

Beginning Monday Jan. 7	SHOWING OF SPRING HANDBAG LINES Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Beginning Monday Jan. 7	COMPOSITE SHOWING OF SPRING & SUMMER SHOES For local and visiting press. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	HOTEL SHELBURNE 37TH ST. & LEXINGTON
Beginning Monday Jan. 7- Jan. 19	EXHIBITION OF ZODIAC SIGNS FOR DESIGNS Demonstration of how the twelve signs of the zodiac may be used for jewelry. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Monday Jan. 7- Jan. 20	NEW SUMMER & FALL COTTON FABRICS Daily showings of Summer-into-Fall cottons, including homespun and tweed- types. By appointment. Publ.: Louise Huston, LO. 5-4840.	HERBERT MEYER, INC.	1441 BROADWAY SHOWROOM-12TH FLOOR
Monday Jan. 7- Jan. 25	PREVIEWS OF SPRING ACCESSORIES FOR TEENS Daily showings, by appointment. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>NEW YORK DRESS INSTITUTE'S EIGHTEENTH NATIONAL PRESS WEEK (Jan. 7-Jan. 14, 1952)</u>			
	Fashion editors of about 150 U.S. and foreign newspapers will be invited to attend the 18th National Press Week. Spring and Summer collections of 33 leading designers, members of the N.Y. Dress Institute's Couture Group, will be shown daily. The release date of each collection is 24 hours after the showing (auxiliary members one week later). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday, Jan. 7....	9:00 A.M. WELCOME BREAKFAST & FORUM. 10:00 A.M. TRIGERE. 11:00 A.M. PHILIP MANGONE 12:00 Noon DELMAN (Auxiliary Member) 1:00 P.M. INT'L SILK ASS'N (Auxiliary) 2:30 P.M. BENDER & HAMBURGER 3:30 P.M. DAVID E. GOTTLIEB. 6:30 P.M. ELIZABETH ARDEN (Auxiliary)PIERRE BALLROOM .PIERRE BALLROOM .PIERRE BALLROOM .SHERRY NETHERLAND .PIERRE BALLROOM .PIERRE BALLROOM .PIERRE BALLROOM .691 FIFTH AVENUE	
Tuesday, Jan. 8....	8:00 A.M. BUFFET BREAKFAST 9:00 A.M. ORIGINALA COATS. 10:00 A.M. HANNAH TROY. 11:00 A.M. BEN ZUCKERMAN. 12:00 Noon LUNCHEON 1:00 P.M. TINA LESER (EDWIN H. FOREMAN) 2:00 P.M. PAUL PARNES. 3:00 P.M. OLEG CASSINI 4:30 P.M. CHRISTIAN DIORPIERRE BALLROOM .PIERRE BALLROOM .PIERRE BALLROOM .PIERRE BALLROOM .PIERRE BALLROOM .PIERRE BALLROOM .PIERRE BALLROOM .PIERRE BALLROOM .730 FIFTH AVENUE	
Wednesday, Jan. 9....	9:00 A.M. B. H. WRAGGE 10:30 A.M. HATTIE CARNEGIE. 12:00 Noon JANE DERBY 1:00 P.M. SHIP 'N SHORE (Auxiliary) 2:00 P.M. CAPRI FROCKS 3:00 P.M. ELFREDA-FOX. 4:00 P.M. HERBERT SONDEHIM 5:00 P.M. CORO-GLENTEX (Auxiliary Members)BONWIT TELLER-9TH FL. .711 FIFTH AVENUE .785 FIFTH AVENUE .PIERRE-COTILLION ROOM .PIERRE-COTILLION ROOM .PIERRE-COTILLION ROOM .PIERRE-COTILLION ROOM .PIERRE BALLROOM	
Thursday, Jan. 10...	9:00 A.M. MAURICE RENTNER. 10:00 A.M. BEN REIG 11:00 A.M. JOSEPH HALPERT (JACQUES FATH) 12:00 Noon HANDMACHER-VOGEL (Auxiliary) 2:00 P.M. PATTULLO-JO COPELAND 3:00 P.M. ANTHONY BLOTTA 4:00 P.M. HANSEN BANG.498 SEVENTH AVENUE .498 SEVENTH AVENUE .530 SEVENTH AVENUE .533 SEVENTH AVENUE .498 SEVENTH AVENUE .498 SEVENTH AVENUE .498 SEVENTH AVENUE	
Friday, Jan. 11...	STYLE-WISE FASHION SERIES - (Spring Fashions Under \$100). 9:00 A.M. DAYTIME FASHIONS (misses & women) 10:00 A.M. JUNIOR FASHIONS. 11:00 A.M. SPECIAL CATEGORIES 12:00 Noon EVENING & BRIDAL FASHIONS. 1:00 P.M. LUNCHEON & MERCHANDISING FORUM 3:00 P.M. ADELE SIMPSON. 4:00 P.M. MOLLIE PARNIS (PARNIS-LIVINGSTON) 5:00 P.M. CLAIRE McCARDELL (TOWNLEY)	PLAZA BALLROOM PLAZA BALLROOM PLAZA BALLROOM PLAZA BALLROOM PLAZA BALLROOM 530 SEVENTH AVENUE 530 SEVENTH AVENUE 550 SEVENTH AVENUE	
Monday, Jan. 14...	8:00 A.M. BUFFET BREAKFAST 9:00 A.M. MONTE-SANO & PRUZAN. 10:00 A.M. NETTIE ROSENSTEIN. 11:30 A.M. DAVIDOW SPORTSWEAR 2:00 P.M. BRIGANCE OF FRANK GALLANT. 3:00 P.M. MILMONT GOWNS. 4:00 P.M. CEIL CHAPMANPIERRE-COTILLION ROOM .PIERRE-COTILLION ROOM .PIERRE-COTILLION ROOM .550 SEVENTH AVENUE .205 WEST 39TH STREET .530 SEVENTH AVENUE .530 SEVENTH AVENUE	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 7 10:00 A.M.	WALTER FLORELL'S SPRING MILLINERY SHOWING FOR N.Y. PRESS AT 10:00 A.M., 29 EAST 53RD STREET. (See Page 1).		
Monday Jan. 7 11:00 A.M.; 12:00 Noon	SPRING SHOE PREVIEWS FOR N.Y. & VISITING PRESS (754 FIFTH AVENUE) Showing for local press at 11:00 A.M.; <u>for visiting press at Noon</u> (Auxiliary, NYDI--See Pg. 2). By invitation. Publ.: Eleanor Lambert, MU.8-2130.	DELMAN	SHERRY NETHERLAND CHANTECLAIR ROOM
Monday Jan. 7- Jan. 11 12:00 Noon	COTTON FASHIONS FOR SPRING AND SUMMER Summer cottons in Wamsutta fabrics and Vogue patterns. Press invited. Open to public. Publicity: Lois Garrett, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	5TH FLOOR YARD GOODS DEPT.
Jan. 7 1:00 P.M.	INTERNATIONAL SILK ASS'N., U.S.A. (AUXILIARY MEMBER, NYDI) LUNCHEON SHOWING OF SPRING SILK FASHIONS FOR LOCAL & VISITING PRESS. (See Page 2).		
Jan. 7 2:30 P.M.	EMME'S SHOWING OF SPRING MILLINERY FOR THE N.Y. PRESS AT 2:30 P.M., STORK CLUB, 3 EAST 53RD STREET. (See Page 1).		
Monday Jan. 7 4:00 P.M. Cocktails	PRESS & TRADE SHOW: SPRING MILLINERY Spring millinery collection at 35th Anniversary celebration. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR
Monday Jan. 7 4:30 P.M.	RESORT COLLECTION AT SHOW FOR VISITING PRESS By invitation. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Jan. 7 6:30 P.M.	ELIZABETH ARDEN (AUXILIARY MEMBER, NYDI) SHOWING OF SPRING FASHIONS FOR VISITING PRESS. Publicity: Rasponi Associates, TE. 8-3171. (See Pg. 2).		
Monday Jan. 7 8:30 P.M.	THEATRE PARTY FOR VISITING EDITORS Gotham will invite the out-of-town press to see the play "Gigi", followed by a back-stage party to meet the cast and preview Gotham's new Spring hosiery shades. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	GOTHAM HOSIERY CO.	FULTON THEATRE 210 WEST 46TH STREET
Tuesday Jan. 8 8:00 A.M. Breakfast	SPRING MILLINERY SHOW FOR VISITING PRESS This show will be repeated for <u>N.Y. press</u> , Wed., Jan. 9, at 9:30 A.M. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday Jan. 8 8:30 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA, with experts discussing millinery trends. By invitation only. Publicity: Ruth Weintraub, FL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA PERROQUET SUITE
Jan. 8 9:00 A.M.	SIXTH ANNUAL HOSIERY FORUM HELD BY HOSIERY MERCHANDISING AND HOSIERY INDUSTRY WEEKLY, AT WALDORF-ASTORIA, GRAND BALLROOM, Contact: SP. 7-9364.		
Tuesday Jan. 8-10 9:00 A.M.- 12:00 Noon	DEMONSTRATIONS FOR PRESS OF NEW SEWING TECHNIQUES For visiting and local press, during buffet breakfasts on Jan. 8-Jan. 10. By invitation. Publ.: Anne Cunningham, Young & Rubicam, MU. 9-5000.	SINGER SEWING MACHINE CO.	396 FIFTH AVENUE 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 8 9:30 A.M.	PREVIEW OF SPRING BRA FASHIONS The press will be invited to a breakfast preview of the Spring bra collection by Celebrity Bra. By invitation. Publ.: Harvey Stein, PL. 7-6274.	CELEBRITY BRA. INC.	143 MADISON AVENUE SHOWROOM-12TH FLOOR
Tuesday Jan. 8 10:00 A.M.; 4:00 P.M.	PRESS & TRADE PREVIEWS OF SUMMER COLLECTIONS Playclothes, beachwear, sunbacks, swimsuits by Winkies; and new Redwin line for juniors. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	WINKIES OF LONG ISLAND	1407 BROADWAY SHOWROOM-39TH FLOOR
Tuesday Jan. 8 11:30 A.M.	PRESS PREVIEW: SPRING BRIDAL FASHIONS Jay Thorpe will invite the press to a preview of Spring bridal fashions. By invitation only. Publicity: Alice Feuer, JU. 6-1000, Ext. 11.	JAY THORPE	5TH FLOOR BRIDAL SALON
Tuesday Jan. 8 2:30 P.M.	PRESS SHOWING OF EASTER FASHIONS Arnold & Fox will present a special group of Easter dresses, designed by Miguel Dorian. By invitation only. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Tuesday Jan. 8 3:00 P.M. Cocktails	SPRING MILLINERY OPENING Showing of Spring millinery collection, and Parisian pattern models. Press invited. Contact: FL. 3-2940.	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON
Tuesday Jan. 8 3:30 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the New York press of the Yolande collection of handmades for Spring, including couture designs in lingerie, blouses and baby clothes. <u>This show will be presented to the visiting press at 5:30 P.M., Jan. 8.</u> By invitation only. Publicity: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
Tuesday Jan. 8 4:00 P.M.- 6:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES "Watch-words For 1952"--newest designs in feminine watches for Spring and Summer. By invitation only. Sponsored by Foote, Cone and Belding International. Publicity: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	HOTEL BILTMORE SUITE 133
Tuesday Jan. 8 4:30 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION Spring collection of Majeska-designed pearl jewelry for La Tausca. Showing at 5:00 P.M. <u>Visiting press show, Tuesday, Jan. 15, 10:00 A.M. at 411 Fifth Avenue.</u> By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER	HOTEL PLAZA MAIN BALLROOM
Jan. 8 5:30 P.M.	YOLANDE'S PREVIEW OF SPRING FASHIONS FOR VISITING PRESS AT 5:30 P.M., 16 EAST 34TH STREET, 16TH FLOOR. (See Above).		
Tuesday Jan. 8 7:00 P.M. Dinner	SPRING HAT FASHION SHOW FOR THE TRADE <u>Show at 9:00 P.M.</u> For reservations, contact: LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.: MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Jan. 8 7:30 P.M.	NATIONAL ASS'N OF HOUSE DRESS MFRS. EIGHTEENTH ANNUAL FASHION SHOW, WALDORF-ASTORIA, GRAND BALLROOM. Publ.: Leon H. Klingher, LA. 4-6352.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 8 8:00 P.M. Dinner	DINNER-SHOWING FOR VISITING EDITORS Martini Designed "Brownstone Front" collection for Spring, followed by entertainment. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Beginning Tuesday Jan. 8	OPENING OF SUMMER COLLECTION Showings to press and trade of Summer suits and dresses at 11:00 A.M. and 2:00 P.M., daily. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday Jan. 9 8:00 A.M.	COSTUME JEWELRY AT PRESS BREAKFAST For N.Y. and visiting press. By invitation. Publ.: Viola Shefer, PL. 3-3173.	MARCEL BOUCHER ET CIE (347 FIFTH AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Jan. 9 9:30 A.M.	IRENE OF NEW YORK'S PRESS SHOWING FOR N.Y. EDITORS AT 9:30 A.M. BREAKFAST, AT 16 EAST 52ND STREET. (See Page 3).		
Wednesday Jan. 9 11:00 A.M.	SPRING PREVIEW FOR LOCAL PRESS Repeat show for visiting press at Mr. Fred's home, 820 Park Ave., Sunday, Jan. 13, at 7:00 P.M. By invitation. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Jan. 9 1:00 P.M.	SHIP 'N SHORE (AUXILIARY MEMBER, NYDI) LUNCHEON SHOWING OF SPRING BLOUSES FOR LOCAL AND VISITING EDITORS. (See Page 2).		
Cancelled Jan. 9	BLOSSOM CHILDREN'S COAT CORP. PRESS AND TRADE PREVIEW, ORIGINALLY SCHEDULED FOR JAN. 9 AT 2:30 P.M., HAS BEEN CANCELLED.		
Wednesday Jan. 9 4:30 P.M.- 7:00 P.M.	SPRING & SUMMER SHOES AT PRESS SHOWING Presentation to visiting and local press of Spring and Summer shoe collection. By invitation only. Publicity: Betty Fryman, ST. 4-7800.	I. MILLER	HOTEL PIERRE TEAKWOOD SUITE
Wednesday Jan. 9 4:30 P.M. Cocktails	SEMI-ANNUAL "ACCESS-O-SCORE" For local and visiting press. Showing at 5:00 P.M. (Auxiliary Members, NYDI--See Pg. 2). By invitation. Publ.: Ann R. Silver Assoc., MU.7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE BALLROOM
Wednesday Jan. 9 5:30 P.M. Cocktails	PRESS SHOWINGS OF SHIRTS AND NECKTIES For local and visiting press. Show will be repeated at 6:00 P.M. By invitation. Publicity: Paul Roth, Maybelle F. Hall Co., MU. 2-3080.	ADRIAN "DESIGNS FOR MEN", INC.	SHERRY NETHERLAND CHANTECLAIR ROOM
Wednesday Jan. 9 6:30 P.M. Cocktails	SPRING MILLINERY AT DINNER-SHOWING For visiting and local press. Dinner at 7:00 P.M., followed by fashion show. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 9 7:00 P.M.	NINTH ANNUAL TOBE AWARD DINNER Press reservations, contact: Beatrice Cannon, CH. 4-1219.	TOBE & ASSOCIATES	ST. REGIS HOTEL ROOF
Thursday Jan. 10 8:00 A.M. Breakfast	SPRING DRESS PREVIEW FOR VISITING EDITORS Visiting press preview of Spring dress originals by A. Goodman. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 10 11:00 A.M.; 5:15 P.M.	PRESS PREVIEW: SPRING MILLINERY COLLECTION N.Y. press preview. Repeat showing for out-of-town editors at 5:15 P.M. By invitation only. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 10 12:00 Noon Luncheon	PREVIEW OF SPRING COATS AND SUITS Visiting and local press showing by Handmacher-Vogel (Auxiliary Member, NYDI—See Page 2). By invitation. Publ.: Bella Crawford, LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday Jan. 10 2:30 P.M.	SPRING MILLINERY AT PRESS PREVIEW Local press showing. Repeat show for visiting editors, Friday, Jan. 11, at 8:00 A.M. breakfast. By invitation. Publ.: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Thursday Jan. 10 2:30 P.M.- 5:30 P.M.	OPEN HOUSE FOR VISITING EDITORS Informal showings of Vera Maxwell's Spring collection will be presented at an open house for the visiting press. Contact: LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Thursday Jan. 10 4:00 P.M. Cocktails	NEW SWIMSUITS AT PRESS PREVIEW Peter Pan will present their first collection of bathing suits, built on the "Hidden Treasure" design. Show staged by Rosemary Sheehan. By invitation only. Publicity: Rogers & Cowan, PL. 3-0164.	PETER PAN FOUNDATIONS	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Jan. 10 4:00 P.M.	FUR COLLECTION FOR SPRING 1952 Presentation to the magazine press and trade of Christian Dior's Spring fur collection. By invitation. Contact: LA. 4-4432.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Thursday Jan. 10 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF CULTURED PEARL GOWN The world's "most expensive gown", made of 100,000 cultured pearls, and donated by the Imperial Pearl Syndicate to the Damon Runyon Fund, will be modeled by a famous movie star at a party for local and out-of-town press. By invitation. Publicity: Peggy Foldes, Max Rogel & Associates, DI. 4-8575.	IMPERIAL PEARL SYNDICATE	WALDORF-ASTORIA PILLEMENT SUITE
Jan. 10 5:15 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:15 P.M., 53 EAST 57TH STREET. (See Above).		
Thursday Jan. 10 6:15 P.M. Tea	SPRINGTIME HIGH TEA WITH JOSEF Spring collection of domestic and imported "Bags By Josef" for local and visiting press. By invitation only. Publ.: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL) IMPORTERS, INC.)	SHERRY NETHERLAND GOLD SUITE-MEZZ.
Thursday Jan. 10 7:00 P.M. Cocktails; Dinner	FASHION SHOW & PREVIEW: JANE FROMAN IN PERSON Press preview: "With A Song In My Heart", and highlights from Varden's Spring collection. (A press room, with typewriters, will be set up in the building). Admission by ticket. Publ.: Elsie Brandt, PE. 6-5460.	VARDEN PETITE & TWENTIETH CENTURY-FOX	"LITTLE THEATRE" 444 WEST 56TH STREET
Jan. 11 8:00 A.M.	LADDIE NORTHRIDGE'S PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 8:00 A.M. BREAKFAST, AT 16 WEST 57TH STREET. (See Above).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 11 10:00 A.M.	PRESS & TRADE PREVIEW OF SPRING MILLINERY Brunch preview, by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	HOTEL PLAZA WHITE & GOLD SUITE

WEEKEND ACTIVITIES (FRIDAY, JAN. 11-SUNDAY, JAN. 13) FOR VISITING PRESS

Jan. 11 6:00 P.M.	<u>WILL NEMEROV</u> 500 Seventh Avenue-11th Floor	PUBL.: ANGELINE DOUGHERTY (Supper)	CH. 4-2308
Jan. 11 8:15 P.M.	<u>JEWELRY INDUSTRY COUNCIL</u> Metropolitan Opera House, B'way & 39th St.	PUBL.: MARTHA PERCILLA	PL. 7-3075
Jan. 12 8:30 A.M.	<u>SCHIFFLI EMBROIDERY BUREAU</u> Savoy Plaza, Savoy Room	PUBL.: DORA MILLER (Breakfast)	LO. 3-4285
Jan. 12 9:30 A.M.	<u>BRIGANCE OF SPORTSMAKER</u> Savoy Plaza, Savoy Room	PUBL.: IRVING LEIN (Breakfast)	BR. 9-1723
Jan. 12 11:00 A.M.	<u>LEADING MILLS & MANUFACTURERS</u> West Point Academy	PUBL.: LIND-GILBERT ASSOC.	PL. 3-4786
Jan. 13 4:45 P.M.	<u>TRIFARI, KRUESSMAN & FISHEL</u> 16 East 40th St., 4th Floor	PUBL.: DOROTHY LANSING (Cocktails)	PL. 9-7598
Jan. 13 7:00 P.M.	<u>JOHN FREDERICKS</u> 820 Park Avenue (See Page 5).	PUBL.: LILY DAVIS (Cocktails)	PL. 3-1010

Monday Jan. 14-	<u>CORSET & BRASSIERE</u> SHOW FOR SPRING 1952	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
Jan. 18	Contact: Jed Sylbert, Exec. Director, MU. 3-1593		
Monday Jan. 14-18 12:00 Noon	<u>SPRING AND SUMMER COTTON</u> FASHIONS IN BATES FABRICS	B. ALTMAN & CO.	5TH FLOOR YARD GOODS DEPT.
	Press invited. Open to public. Publicity: Lois Garrett, MU. 9-7000.		
Monday Jan. 14 12:30 P.M. Luncheon	SHOWING FOR VISITING AND LOCAL PRESS	HENRY ROSENFIELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Presentation of Spring and Summer collection of dresses and suits. By invitation only. Publicity: Sally Sober, LO. 5-0400.		
Monday Jan. 14 2:30 P.M.; 5:00 P.M.	PRESS PREVIEWS: <u>SPRING MILLINERY</u> N.Y. press show at 2:30 P.M. Repeat show for visiting editors at 5:00 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Monday Jan. 14 5:00 P.M. Cocktails	<u>PRESS & TRADE SHOW</u> FOUNDATIONS & FASHIONS	MAIDENFORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM
	Showing at 6:00 P.M. By invitation only. Publicity: Jan Lovett, William H. Weintraub & Co., MU. 8-3901.		
Monday Jan. 14 7:00 P.M. Cocktails; Dinner	MEXICAN INSPIRED FASHIONS & SCREENING	KAY WINDSOR FROCKS & TWENTIETH CENTURY-FOX	TOOTS SHOR 51 WEST 51ST ST.
	Preview for press of "Viva Zapata!" with showing of Kay Windsor's collec- tion inspired by the film. By invitation. Kay Windsor Publicity: Moni Abidon, CH. 4-3865. 20th Century-Fox Publicity: Grace Wagner, CO. 5-3320.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 14 8:00 P.M. Dessert	FASHIONS FOR TRAVEL AT VISITING PRESS SHOW Ready-to-wear and accessories. Contact: Carl Kempf, PL. 5-0990, Publ.: Merchandising Coordinates, WA. 9-9155.	LUGGAGE & LEATHER GOODS & JOHN ROBERT POWERS	HAMPSHIRE HOUSE COTTAGE
Tuesday Jan. 15 10:00 A.M. and 2:00 P.M.	"FIGURES ARE FASHION" FILM SHOWINGS Preview of new film by Warner Brothers Co., manufacturers of foundation garments. Admission by ticket. (Complete Spring line will be shown in display room, 200 Madison Ave., all week). Publ.: Anne Ketcham, MU. 3-1194.	THE WARNER BROTHERS CO. (BRIDGEPORT, CONN.)	TOWN HALL 113 WEST 43RD STREET
Jan. 15 10:00 A.M.	LA TAUSCA'S SEMI-ANNUAL FASHION PRESENTATION FOR VISITING PRESS AT 10:00 A.M., 411 FIFTH AVENUE SHOWROOM. (See Page 4.)		
Tuesday Jan. 15 11:00 A.M.	SHOWING OF SCARVES; ALSO MEN'S NECKWEAR Women's scarves, accessories, and men's neckwear for local and visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday Jan. 15 12:30 P.M. Luncheon	LUNCHEON FOR VISITING PRESS Coty will invite the out-of-town editors to a luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN CLUB 5TH AVE. & 60TH ST.
Tuesday Jan. 15 1:00 P.M. Luncheon	BENEFIT LUNCHEON SHOWING: CRUISE & RESORT FASHIONS Showing of Hannah Troy collection for benefit N.Y. Foundling Home, also accessories and children's clothes from Bonwit Teller. Hats—Mr. John. Press by invitation. Public by reservation; contact: Headwaiter, PL. 3-0200. Troy Publ.: Gladys Steiner, MU. 9-1630. Bonwit Publ.: Nancy Talbert, EL. 5-6800. Sherry's Fashion Publ.: Mollie Baldwin, MU. 4-1822.	HANNAH TROY; & BONWIT TELLER	SHERRY'S-300 PARK SHERRY ROOM
Tuesday Jan. 15 2:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Showing of sun-backs, playclothes and suits. By invitation. Resident buyers preview. Wed., Jan. 16, 3:00 P.M. Contact: Ken Williams, PE. 6-7462.	del MAR SPORTSWEAR, LTD.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday Jan. 15 4:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Presentation to the press of the Spring millinery collection by Braagaard. By invitation only. Contact: Grace Marie Biehl, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Tuesday Jan. 15 6:30 P.M. Cocktails; 8:00 P.M.; Dinner	BRA FASHION EXTRAVAGANZA EARL WILSON IN PERSON Bali will introduce new bra fashions to the press and trade, followed by a beauty pageant. Judge: Earl Wilson. Commentator: Vyvyan Donner. By invitation only. Beauty Pageant Publicity: Sol Abrams, Bert Nevins, Inc., WI. 7-9715. Bali Publicity: Trudy Brent, MU. 6-6700.	BALI BRA, INC. (8 WEST 30TH STREET)	HOTEL PLAZA GRAND BALLROOM
Beginning Tuesday Jan. 15	OPENING OF SPRING HAT COLLECTIONS IN PARIS Contact individual milliners.	PARIS MILLINERY DESIGNERS	PARIS, FRANCE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 16 10:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Lord and Taylor will present their exclusive Spring hat collection by Otto Lucas of London. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Wednesday Jan. 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING Subject: "The Spring Silhouette Is Slanted--To A Hat." Speaker: Pegeen Fitzgerald. Fashion Show Commentator: Maud G. Moody, chairman Millinery Division. Price: \$4.75 (for members); \$5.00 (for guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALIROOM
Wednesday Jan. 16 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Russeks Fifth Avenue will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM

Beginning Wednesday Jan. 16- Jan. 31	OPENING DATE: ITALIAN COUTURE Leading Italian couturiers will show their Spring collections. Contact: Senor G. B. Giorgini, Florence.	LEADING ITALIAN DESIGNERS	ROME, MILAN, FLORENCE, ITALY
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Thursday Jan. 17 9:30 A.M. Breakfast	JUNIOR FASHIONS IN M. & W. THOMAS COTTONS Press showing, by invitation. Thomas Publ.: Roberta D. Miles, OR. 5-9551. Altman Publicity: Lois Garrett, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	8TH FLOOR CHARLESTON GARDENS
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Thursday Jan. 17 11:00 A.M.	SPRING SHOE COLLECTION AT PRESS SHOWING Presentation to the press of the Spring shoe collection by Saks Fifth Avenue. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR BRIDAL SALON
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Jan. 19- Jan. 26	ANNUAL NATIONAL CROCHET WEEK, NATIONAL NEEDLECRAFT BUREAU, THROUGHOUT THE COUNTRY. Publicity: George Pounder, LE. 2-4455.		
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Monday Jan. 21 3:30 P.M. Cocktails	COCKTAIL PREVIEW OF SUMMER COLLECTION Presentation of Jerry Parnis' collection of Summer cottons, for press and trade. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM-7TH FLOOR
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Monday Jan. 21 5:00 P.M. Cocktails	FASHION SHOW AND RECEPTION Presenting "Companion Colors" cotton fashions, at a reception and showing for wholesalers and retailers of "over-the-counter" piece goods, and the fashion press. By invitation. Publicity: Alyce Dunshee, WO. 2-3000.	AVONDALE MILLS	HOTEL PLAZA TERRACE ROOM
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Tuesday Jan. 22 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: AMERICAN COSTUMES & FURNISHINGS "Ribbons and Laces, and Old-Fashioned Faces"--an exhibition of portraits, costumes, and furnishings of Early America, will be shown to the press in the American Wing. Open to public: Friday, Jan. 25. Publicity: Lillian Greene, TR. 9-5500, Ext. 442.	THE COSTUME INSTITUTE	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 23 12:00 Noon Luncheon	PRESS PREVIEW OF FASHIONS AND FABRICS Preview of Spring costumes, created by leading designers, in John Walther fabrics. By invitation only. Publicity: Elena Turner at Walter Harrison Smith Associates, JU. 6-0143.	JOHN WALThER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 23 12:30 P.M. Luncheon	RESORT & SPRING FASHIONS AT LUNCHEON SHOWING Resort and Spring fashions will be presented by Bonwit Teller at "Holiday Living" show in coordination with Holiday magazine. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 23 12:30 P.M. Luncheon	LUNCHEON SHOWING OF CRUISE FASHIONS Presentation of Cruise fashions by Margaret Newman during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Margaret Newman Contact: LA. 4-4278 or PL. 9-3909. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	MARGARET NEWMAN	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Jan. 23 3:30 P.M. Cocktails	PRESS SHOWING OF SPRING JEWELRY Karu will present their Spring jewelry collection to the press. By invitation only. Publicity: June Greenwall, LE. 2-5377.	KARU	411 FIFTH AVENUE SHOWROOM-5TH FLOOR
Thursday Jan. 24 9:15 A.M. Breakfast	PREVIEW: SPRING BRA FASHIONS Presentation to the press of Lovable's bra and "sun-sets" for Spring and summer. By invitation only. Publicity: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE SHOWROOM
Thursday Jan. 24 12:30 P.M. Luncheon	SHOWING OF SOPHIE ORIGINALS FOR SPRING Sophie Originals for Spring will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
Beginning Monday Jan. 28	FOGA TO SHOW SUMMER LINES Members of the Fashion Originators' Guild will show their Summer collec- tions, beginning Monday, Jan. 28, individual dates to be announced later. Contact: Leonard W. Gendler, CH. 4-6945.	FASHIONS ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOM
	LARRY L. ALDRICH HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS	FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ AND DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. DAVID LEVINE CO. MILMONT GOWNS CO. NATHAN-STRONG, INC. PAUL PARNEs CORP.	PARNIS-LIVINGSTON, INC. BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDEHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 28	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Monday, Jan. 28:</u> Norman Hartnell; Lachasse; Peter Russell; Michael Sherard. <u>Tuesday, Jan. 29:</u> Hardy Amies; Charles Creed; Digby Morton; Victor Stiebel. <u>Wednesday, Jan. 30:</u> Mattli; Worth Ltd. Admission by invitation only. Contact: Lilian Hyder, 36 Bruton Place, London W.1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.1, ENG.
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Seventh Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. For tickets, contact: BE. 3-0500. Fashion Publ.: Eleanor Lambert, MU.8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 30 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Press preview of Benham Originals for Summer by Bender and Hamburger. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday Jan. 31 12:30 P.M. Luncheon	PATTULLO-JO COPELAND SPRING FASHIONS Showing of Spring fashions by Pattullo-Jo Copeland. Press by invitation. Public by reservation. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Beginning Friday Feb. 1	TENTATIVE OPENING DATES: CHAMBRE SYNDICALE DE PARIS COLLECTIONS <u>Fri., Feb. 1:</u> BRUYERE, HEIM, SERGE KOGAN, PAQUIN, RAPHAEL. <u>Sat., Feb. 2:</u> CARVEN, LAFleurIE, MONTAIGNE, HENRY PENSEE M. de RAUCH. <u>Sun., Feb. 3:</u> DESSES, JACQUES FATH, GRIFFE. <u>Mon., Feb. 4:</u> ANNY BLATT, LANVIN, MANGUIN, NINA RICCI, MAGGY ROUFF. <u>Tues., Feb. 5:</u> BOREA, DIOR, GRES, GRIFFE, HERMES, LAMBERT, PATTON, ROCHAS. <u>Wed., Feb. 6:</u> BALMAIN, PATTON, RENAL, SCHIAPARELLI, WORTH. <u>Thurs., Feb. 7:</u> CALIXTE, CHAUMONT, LECOMTE, VRAMANT. <u>Fri., Feb. 8:</u> BALENCIAGA, CLARENCE, ED. SYNE. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	LA COUTURE PARISIENNE	PARIS, FRANCE
Beginning Monday Feb. 4	OPENING OF SUMMER LINES Sportswear Guild Members will show their Summer collections. Individual dates to be announced later. Contact: Individual manufacturers. ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	SPORTSWEAR GUILD KANE-WEILL MUTUAL-ROSENBLUM CO. CHARLES W. NUDELMAN, INC.	INDIVIDUAL SHOWROOMS ZOLTAN ROSENBERG CO. SPORT-CRAFT, INC. STAR-MAID DRESSES
Friday Feb. 8 10:30 A.M.	PREVIEW: FOX FURS FOR SPRING Presentation of a comprehensive Spring showing of fox fur in all colors and types to help revive the prestige of this fur. By invitation only. Publicity: Katherine Sisman, PL. 5-2538 or CH. 3-5656.	GRUSKIN & FELDMAN (150 WEST 28TH STREET)	WALDORF-ASTORIA ASSEMBLY ROOM

THEATRE PAGE WILL BE RESUMED
AS SOON AS SPACE IS AVAILABLE.